

1032 - ENTERTAINMENT INDUSTRY LIAISON

NATURE OF WORK

This is responsible and advanced professional work serving as the lead and primary liaison representing the City of Miami Beach to the entertainment industry. Coordination with city, county and state agencies, as well as industry trade groups and media by providing promotion and information support. Represents the City to members of the entertainment industry to promote and encourage the location, retention and growth of the entertainment industry in Miami Beach.

ILLUSTRATIVE EXAMPLES OF ESSENTIAL DUTIES

Fields inquiries from companies and individuals interested in establishing entertainment industry businesses, trade shows, conventions, or award programs in Miami Beach.

Provides assistance to the entertainment industry in information expediting and problem resolution with the City.

Participates in state, county, municipal and private organization activities which effect the entertainment industry.

Maintains and publishes an up to date business traveler=s hotel guide for Miami Beach.

Assists the Beacon Council, Greater Miami Chamber of Commerce, Greater Miami Convention and Visitors Bureau, Miami-Dade County Office of Film and Entertainment to develop an aggressive marketing and public relations campaign to encourage growth of the industry.

Initiates personal contacts within the entertainment industry through nationwide research for future business in the City.

Identifies entertainment industry facilities and businesses in the community and maintains an updated data base.

Attends local and national trade shows, seminars and conferences.

Provides information/interviews to the media.

Facilitates entertainment industry round tables to explore current industry issues.

Facilitates and assists entertainment industry conferences held in the City of Miami Beach.

MINIMUM REQUIREMENTS

Bachelors Degree in Arts & Sciences or related field. Experience in marketing, public affairs or public relations in government and working with or in the entertainment industry. Experience may substitute for education on a year for year basis.

PHYSICAL REQUIREMENTS

Must have the use of sensory skills in order to effectively communicate and interact with other employees

1032 - ENTERTAINMENT INDUSTRY LIAISON

and the public through the use of the telephone, cc:mail, fax and personal contact. Physical capability to effectively use and operate various types of office related equipment, such as, but not limited to, word processor, calculator, copier, and fax machine. No significant standing, walking, moving, climbing, carrying, bending, kneeling, crawling, reaching, and handling. Some sitting, standing, pushing, and pulling.

SUPERVISION RECEIVED

Work is performed under the supervision of the Director of Arts, Culture and Entertainment.

SUPERVISION EXERCISED

None.

Rev. 11/99